

Message Text

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73

ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 USIA-15 /033 W

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R 101645Z MAR 75

FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 2443

UNCLAS SANTIAGO 1453

FOR DEPUTY ASSISTANT SECRETARY BILLER FROM AMBASSADOR

EO 11652: N/A

TAGS: BEXP, CI

SUBJECT: VISA '75

REF: A. STATE 47381; B. SANTIAGO 1269

1. THANK YOU FOR YOUR OFFER OF ASSISTANCE (REFTEL A). IN PRESENT CIRCUMSTANCES WE DO NOT PLAN TO MOUNT A FULL COMMERCIAL PRESENCE FAIR, BUT WE DO NEED YOUR HELP.

2. THE MONITORING COMMITTEE FOR THE POST'S COMMERCIAL PROGRAM IS OF THE UNANIMOUS OPINION THAT AN EMBASSY-MOUNTED COMMERCIAL PRESENCE FAIR WOULD DRAIN POST'S COMMERCIAL RESOURCES WHICH SHOULD BE USED OTHERWISE TO PROMOTE TRADE. USDOC HELP CONTEMPLATED REFTEL A THEREFORE NOT NEEDED. I THINK, HOWEVER, THAT WE MUST STILL BE PRESENT AT FISA FOR REASONS CITED REFTEL B AND WOULD LIKE TO REFOCUS USDOC SUPPORT OF EMBASSY EFFORTS.

3. EMBASSY NOW INVESTIGATING POSSIBILITY OF MOUNTING SMALL DISPLAY (AROUND 1000 SQUARE FEET) FEATURING FIRST-CLASS PROFESSIONAL "IMAGE" DISPLAY AND POST-PREPARED CATALOG GIVING LOCATIONS OF AMERICAN PRODUCTS EXHIBITED ELSEWHERE AT THE FISA. WE THINK LOCAL REPRESENTATIVES OF U.S. BUSINESSES WILL SUPPORT OUR EFFORT BY PROVIDING RESOURCES FOR SPACE RENTALS, STAFFING, AND CATALOG COSTS IN CONNECTION WITH SUCH A DISPLAY. WE ARE CONVINCED, HOWEVER, THAT GENERATING THIS SUPPORT WOULD NOT BE JUSTIFIED UNLESS WE ARE ASSURED

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THAT A FIRST-RATE DISPLAY WILL BE MADE AVAILABLE TO US.

4. WE UNDERSTAND THAT A VERY EFFECTIVE DISPLAY IS NOW BEING
CONSTRUCTED IN EUROPE, ESPECIALLY FOR KINSHASA EXHIBIT.
I ASK YOUR HELP TO INDUCE USDOC TO AGREE TO MAKE AVAILABLE
TO US A CENTERPIECE EXHIBIT SIMILAR TO THAT BEING CONSTRUCTED
FOR KINSHASA, POSSIBLY THE SAME ONE AFTER ITS USE THERE.
POPPER

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